



# YEAR IN REVIEW

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**2012** Wyoming Office of Tourism

*Wyoming*  
  
*forever west*™





*“The Wild West of Wyoming, searching for the authentic in a land built on legend? In Wyoming, the two coexist in the most beautiful way.”*

-Arthur Frommer's Budget Travel

## MESSAGE FROM THE DIRECTOR



This is an amazing time to be in Wyoming and to be part of the tourism and hospitality industry. I am honored to serve as the director of your state tourism office and to work alongside the most committed and talented staff around.

When we look back over 2012, we had some incredible successes. We deepened the ROAM FREE advertising campaign and launched an award winning new website, and developed new public and private sector partnerships to leverage our resources. We continue to connect travelers to travel businesses and destinations in a wide variety of ways, working closely with all of

you in the tourism industry.

The economic results of our collective efforts are indeed impressive.....travel impacts grew by nearly 8% to an all-time high, marking tourism as a \$3 billion industry! Proceeds from travel continue to provide tax revenues for local and state governments and provide the basis of jobs and earnings for Wyoming citizens. In fact, 8% of all Wyoming jobs depend on travel.

We are fortunate that Wyoming offers visitors an abundance of things to see and do. Wyoming is both fun and beautiful. But the truth is – fun and beauty can be found in most states – particularly in the American west, and the competition for the visitor dollar is fierce. Our role at the Office of Tourism is to define and communicate the unique Wyoming experience, differentiating us from our competitors, thus assuring Wyoming is first as the Rocky Mountain destination of choice.

By working together, this industry has become much more than the sum of its parts— and this is what will continue to propel Wyoming beyond other destinations. The successes of every advertising campaign and promotion have been dependent on industry commitment and cooperation. Together, we made great strides and I am excited about what is yet to come!

As I look forward to new challenges and new triumphs ahead, I remain deeply grateful to live and work in a place we will always know as *Forever West*.

My warmest regards,

Diane Shober,  
Director, Wyoming Office of Tourism

# Helping to strengthen WYOMING'S ECONOMY

The Wyoming Office of Tourism (WOT) works to promote Wyoming as a vacation destination to individuals and tour operators around the world. In addition to marketing efforts, the staff works with other industry partners to improve the tourism product and help destinations with their marketing efforts. The primary goals of the 24-member team is to increase resident and non-resident travel; increase travel-related sales and employment; and increase sales tax revenue in travel-related sectors in Wyoming.

## 2012 TRAVEL-GENERATED IMPACTS

(Year to year comparison: 2012 to 2011 Travel Impacts)

### VISITOR SPENDING

**\$3.1 Billion Direct Expenditures** ↑ 7.6%

### TAXES


**\$128 Million in State and Local Taxes** ↑ 7.8%

### JOB

**30,500 jobs supported** ↑ 2%

Each Wyoming household would pay **\$540** more in taxes without the tax revenue generated by tourism industry in Wyoming.

Source: Dean Runyan & Associates

 = 10,000 jobs

## BY THE NUMBERS

(Based on 2012)

**\$3.1 Billion:** Economic output generated by domestic and international visitors.

**30,500:** Jobs supported by the travel expenditures.

**\$761 Million:** Wages shared by Wyoming workers directly employed by travel.

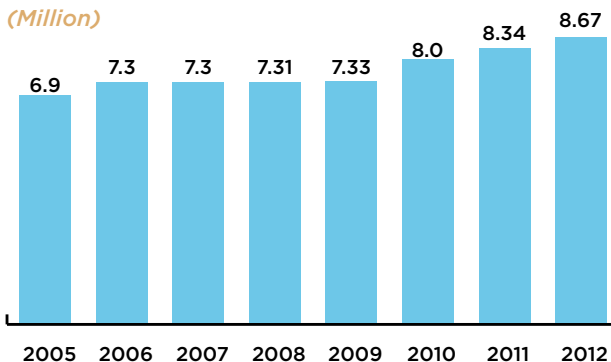
**\$128 Million:** Tax revenue generated by travel spending for state and local governments.

**3%:** Percentage of Wyoming's domestic product (GDP) attributed to travel and tourism.

**8%** of all Wyoming jobs depend upon travel and tourism.

## OVERNIGHT VISITORS

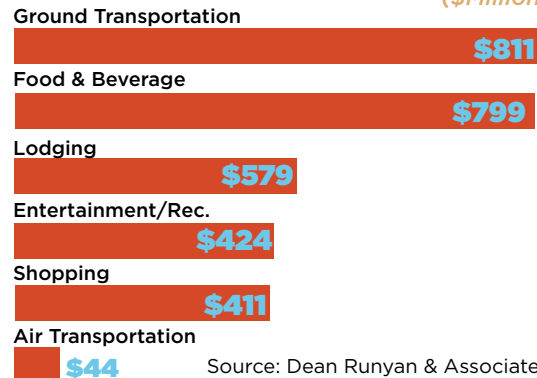
(Million)



Source: Strategic Marketing & Research, Inc., Visitor Profile 2012

## COMMODITIES PURCHASED

(Million)



Source: Dean Runyan & Associates

# ROLE OF WOT

Promote the long-term development and marketing of a destination focusing on tourism marketing and services. Represent hotels, facilities, attractions, restaurants and other providers serving travelers, enhancing the quality of life for visitors and residents.



# DRIVING TRAVEL DEMAND

## How the Marketing Chain Succeeds



Note: Based on FY12 Expenditures

# PRELIMINARY TRAVEL IMPACTS

Statewide (Expenditures, Receipts and Income in Millions)

	2006	2007	2008	2009	2010	2011	2012p	2011-12 p % Change
Expenditures	\$2,562	\$2,751	\$2,931	\$2,501	\$2,661	\$2,883	\$3,102	7.6%
Tax Receipts	\$104	\$111	\$116	\$109	\$111	\$118	\$128	7.8%
Payroll Income	\$639	\$694	\$732	\$704	\$711	\$729	\$761	4.8%
# of Jobs	30,430	30,960	31,430	30,030	29,740	29,810	30,500	1.8 %

Source: Dean Runyan & Associates

## ADVERTISING IMPACTS

### ADVERTISING EFFICIENCY

A measure of the resourcefulness of the media buy

	2010	2011	2012
Targeted Households	88,691,191	92,864,614	92,276,863
Awareness	40%	29%	41%
Aware Households	35,033,020	26,586,467	38,272,588
Spending	\$5,147,692	\$4,539,541	\$5,542,918
Cost per aware Household	\$0.15	\$0.17	\$0.14

Source: Strategic Marketing & Research, Inc. 2012 Advertising Effectiveness Study

- In 2012, more than 38 million households were aware of some form of the WOT marketing campaign. Cost for that awareness was \$0.14 per household.
- With 41% of potential households exposed, the campaign is quite efficient at reaching the intended audience, besting 2010, the final year of the Reflections campaign, which had been in place for five years.

### ECONOMIC IMPACT

Travel directly attributed to the advertising campaign

Total Economic Impact	2010	2011	2012
Incremental Trips	419,498	543,626	542,120
Repeat Trips	-	40,066	52,078
Total Influence Trips	419,498	583,659	594,218
Spending Per Party	\$914	\$1,116	\$1,118
<b>Economic Impact</b>	<b>\$365,521,548</b>	<b>\$651,410,217</b>	<b>\$685,845,643</b>
Expenditures	\$5,134,465	\$4,539,541	\$5,632,822
ROI	\$71	\$143	\$122
Taxes Generated	\$14,986,383	\$26,707,819	\$28,119,671
Tax ROI	\$2.92	\$5.88	\$4.99

Source: Strategic Marketing & Research, Inc. 2012 Advertising Effectiveness Study

- The economic impact of the advertising campaign topped \$685 million in 2012, up 5% over 2011.
- The total number of trips influenced by the tourism office campaign in 2012 totaled 594,218, up 2% over 2011.



# TRAVELERS PROFILE

Average party size was **3.2 per trip**

Average number of miles traveled was **1,011**

**83%** used their own or rented a **vehicle** to travel

40 was the **average age**

**94%** were college graduates, in graduate school or had taken college classes

Average annual income of visitors was **\$77,154**

**23%** traveled by air, a six-year high

## TRAVELPLANNING SOURCES

Activity	2008	2009	2010	2011	2012
Used Internet	63%	77%	76%	77%	88%
Talked to friends & family	25%	27%	32%	23%	35%
Individual attraction or event to request information	16%	10%	18%	14%	17%
Individual chamber of commerce to request information	22%	13%	10%	4%	7%
None	7%	4%	4%	11%	4%
Called 800 number to request information	9%	4%	8%	2%	7%
Other	8%	7%	7%	4%	5%

Source: Strategic Marketing & Research, Inc.  
Visitor Profile Report 2012

## TRAVELPLANNING TIMING

Time Frame	2008	2009	2010	2011	2012
Less than 1 month	34%	33%	39%	31%	28%
At least 1 month, but less than 2 months	19%	25%	18%	16%	21%
At least 2 month, but less than 3 months	15%	11%	12%	15%	17%
At least 3 month, but less than 6 months	15%	18%	14%	25%	22%
6 months or more	18%	13%	17%	4%	12%

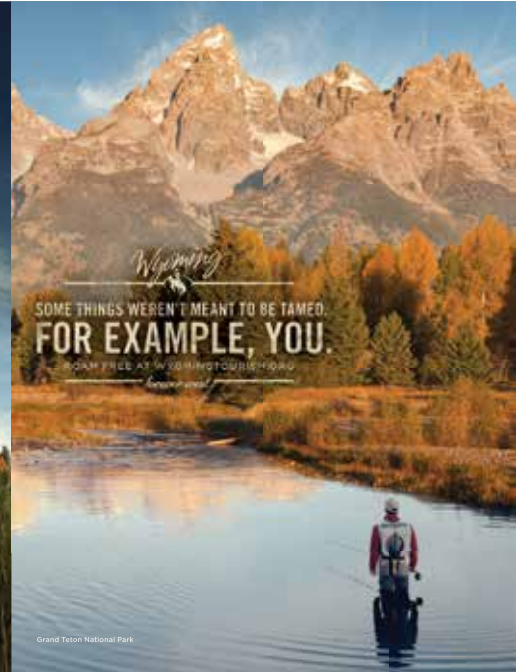
Source: Strategic Marketing & Research, Inc.  
Visitor Profile Report 2012



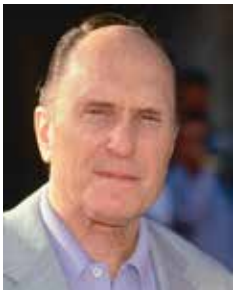
# CONSUMER MARKETING

Consumer Marketing focuses on selling Wyoming as a vacation destination to potential leisure travelers. Elements of the consumer marketing campaigns include TV, print, online, social media, out-of-home, email and website.

## MAGAZINE ADS



## CREATIVE



With the Roam Free campaign in its second year, consumer research suggested tweaks to creative elements. Print ads were rejuvenated to allow imagery to shine while maintaining strong verbiage.

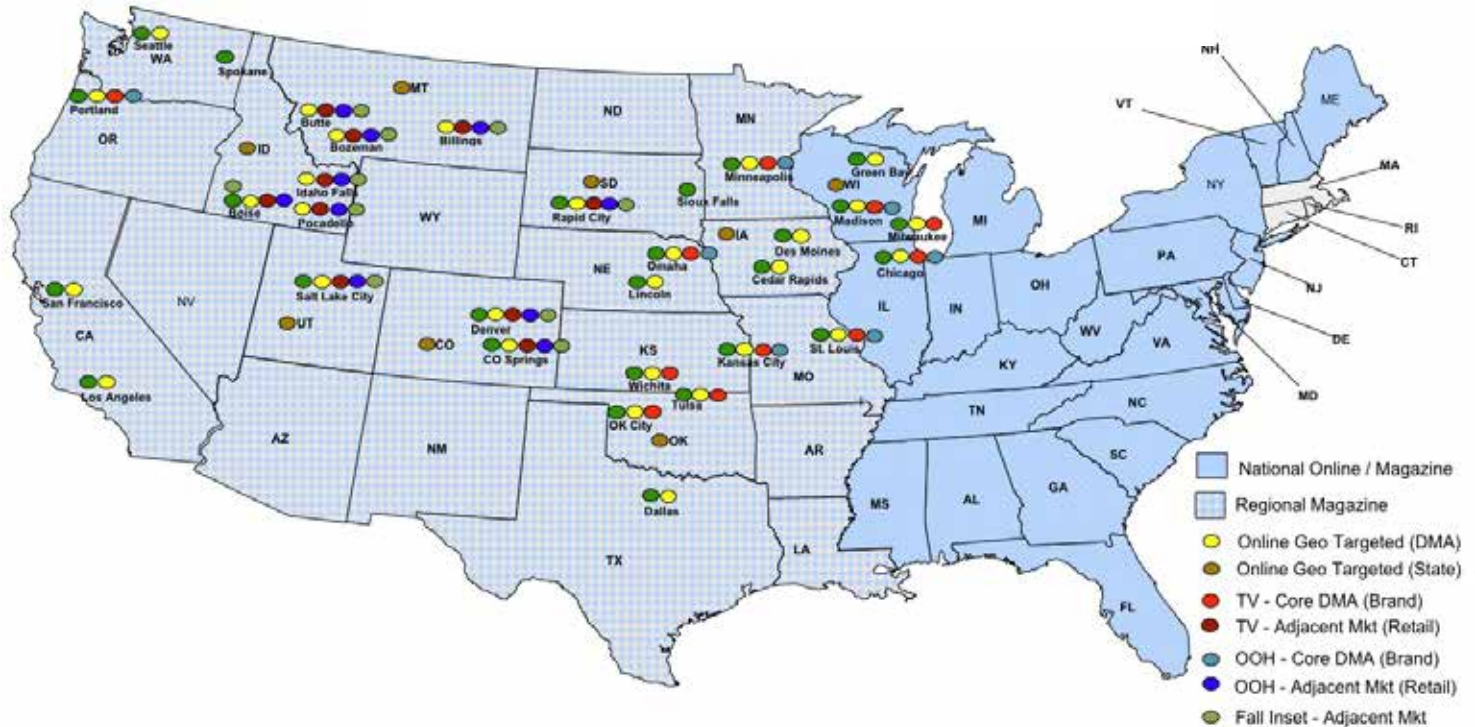
**Robert Duval** was brought in as a celebrity voiceover for all TV spots to create a stronger connection with Wyoming's brand and consumers in target markets.

## OUT-OF-HOME ADVERTISING

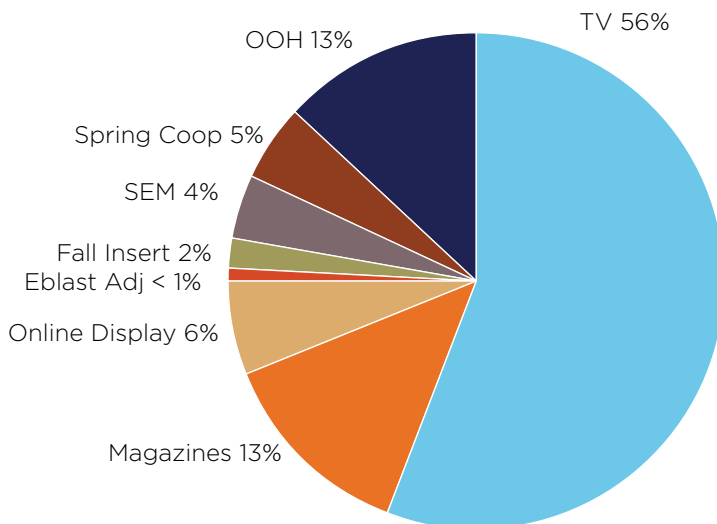


# ADVERTISING MARKETS

Advertising is made up of both core markets and adjacent markets. Core markets focus on brand awareness. Core market advertising called “Roam Free” began in April for potential visitors to have more vacation planning time. The adjacent marketing started in late May. The 2012 adjacent market campaign called “Adventurescapes” focused on a retail component pushing deals and packages in closer markets. See map below.



# SUMMER MARKETING BUDGET



Medium	Budget	% of Budget
Out-of Home	\$830,980	13%
Spring Co-Op	\$340,000	5%
SEM	\$245,000	4%
Fall Insert Coop	\$89,295	2%
Eblast Adj SEM	\$30,000	< 1%
Online Display	\$435,000	6%
Magazines	\$842,512	13%
TV	\$3,960,967	56%
<b>Total</b>	<b>\$6,773,754</b>	<b>100%</b>



# WYOMING ADVENTURESAPES

**Your Adventurescape awaits.** Take advantage of these amazing Wyoming Adventurescape discounts and save money on your next Wyoming vacation. These deals won't last long so be sure to book your vacation today.



**Wild about Yellowstone Starting at \$275 Per Night, 4-night stay**

You'll probably be surprised by the thunderous sound of the lower falls of the Yellowstone. You'll likely be wowed by the views of mountains from the top of the Mammoth terraces. There's a very good chance you'll want your picture taken during the 130-foot eruption of the Old Faithful Geyser. It's a pretty good bet you'll head home with a big smile on your face after you've taken three fun-filled days immersed in Yellowstone.



**Grand Adventure Package for Family \$524 Per Person, 4-night stay, 2 adults, 2 children**

Grand Teton National Park is one of the most awe-inspiring "must see" places on earth. The majestic scenery, activities create a family rafting on the beautiful 11 years to come, from river rafting in one of America's most scenic rivers, boat cruises on Jackson Hole's majestic National Park. Grab your family and let the adventure begin.



**Wyoming Brewer's Festival Package \$100 Per Person**

Get served two days of great fun, good beer & food at the Wyoming Brewer's Festival held at the Cheyenne Depot Plaza. Your package for the night for \$100 or two nights for \$175 at the Cheyenne Depot Plaza includes two passes to the Wyoming Brewery Festival, two passes to the Wyoming Brewery Festival, and two passes to the Wyoming Brewery Festival.

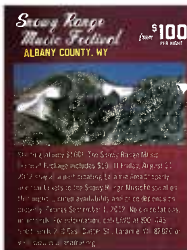


**College National Finals Rodeo Package \$250 Per Person, 2-night stay**

Celebrate the "Rose Bowl" of college rodeo with four tickets to the College National Finals Rodeo from June 12-14. Package also includes five-night hotel accommodations at the Parkway Plaza, and one night's dinner for four at the Wonder Bar.

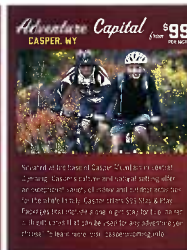
ORDER VACATION GUIDE

VIEW DEALS & PACKAGES



**Sawtooth Mountain Festival \$100 Per Person**

Enjoy a day of fun, food, and music at the Sawtooth Mountain Festival. The festival features live music, food, and a variety of activities. The festival is held in the heart of the Sawtooth Mountains, offering stunning views of the surrounding landscape.



**Adventure Capital \$99 Per Person**

Adventure Capital is a one-of-a-kind experience that combines the best of Wyoming's outdoor recreation with the comfort of a hotel. The package includes a hotel stay, a guided tour, and a variety of activities.



**Stay & Play \$155 Per Person**

Stay & Play is a one-of-a-kind experience that combines the best of Wyoming's outdoor recreation with the comfort of a hotel. The package includes a hotel stay, a guided tour, and a variety of activities.



**Live the Legend \$100 Per Person**

Live the Legend is a one-of-a-kind experience that combines the best of Wyoming's outdoor recreation with the comfort of a hotel. The package includes a hotel stay, a guided tour, and a variety of activities.

For more Adventurescapes, visit [WyomingTourism.org](http://WyomingTourism.org)



**LET'S HEAR IT FOR RESTLESS LEG SYNDROME.**

Wyoming Fall Adventurescapes with great packages from \$75/night.

## ADJACENT MARKET ADVENTURESAPES

Research showed adjacent market consumers have high awareness of Wyoming and its national landmarks (i.e. Yellowstone and Grand Teton National Parks). Therefore, visitors in these markets want to know about other things to see and do. Locations in the adjacent market effort included Denver, Colorado Springs, Salt Lake City, Rapid City, Billings, Butte/Bozeman, Idaho Falls/Pocatello and Boise.

- New TV spots focused on activities for consumers to engage in while vacationing in Wyoming
- Emphasis on booking deals and packages helped bring awareness and drive traffic to individual businesses and destinations. Deals and packages were featured on the website and a new monthly Adventurescape e-newsletter
- Awareness jumped 14% in adjacent markets
- Deals-based Adventurescape newsletter achieved a 14% open rate and 17% click through rate

## SEMCOOP

Search engine marketing (SEM) is a key element in any campaign. This co-op encourages industry partners to engage in SEM if they are not already and extends the SEM campaign of those partners already conducting SEM campaigns.

- 10 industry partners -17%
- .86% average click through rate (industry average is .08%)
- Average position rank for partners was 3 (third position in search results)

## SPRINGCOOPINSERT



This newspaper insert allows industry partners to advertise in markets they could not otherwise afford.

- 2 million distribution in target markets.
- 38 industry partners +50%
- 57,600 web visits +38%
- 24,075 sweeps entries +17%

## OFFICIAL TRAVELERS JOURNAL

**More than 141,000** copies of the journal were fulfilled through electronic and hard copy means. This is an **8% increase** over 2011.

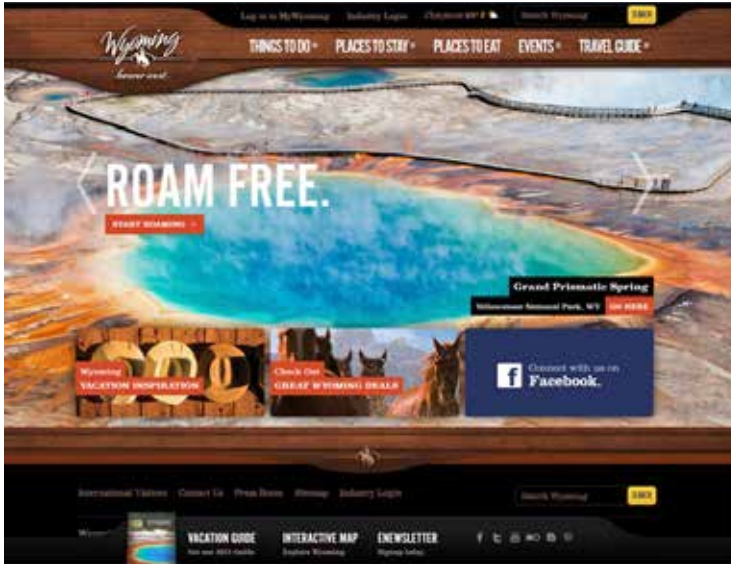
There were 81 industry partners that invested more than \$429,000 in the 2012 journal. Printed and electronic versions are created to accommodate needs of consumers. Electronic versions include an iPad app available through the app store and a flip-book version that can be downloaded from the WOT website. This official publication highlights all regions of the state and contains free listings for all tourism-related businesses including accommodations, destinations and attractions.

- More than 87% of visitors bring their journal with them when they travel to Wyoming
- A total of 400,000 journals were distributed
- Journal users who traveled to Wyoming spent on average \$1,278 in Wyoming.





# NEW TOURISM WEBSITE



## NEW CONSUMER WEBSITE

A completely redesigned website launched in April of 2012.

Along with the new design, other changes included:

- New mobile and tablet versions of the site
- Google search functionality
- Enhanced social media integration

Industry partners are also provided the opportunity to advertise on the site.

## INDUSTRY SITE

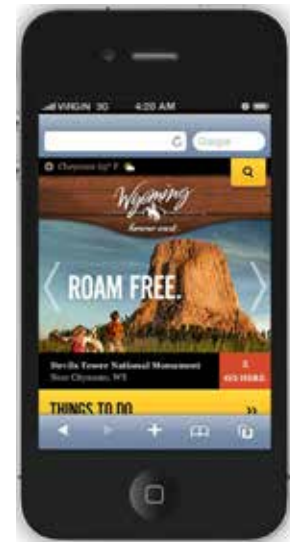
All WOT programs, research, creative executions, staff and board member contact information

can be found in one place. Go to **www.wyomingofficeoftourism.gov** for regular updates.



## WINTERIZED SITE

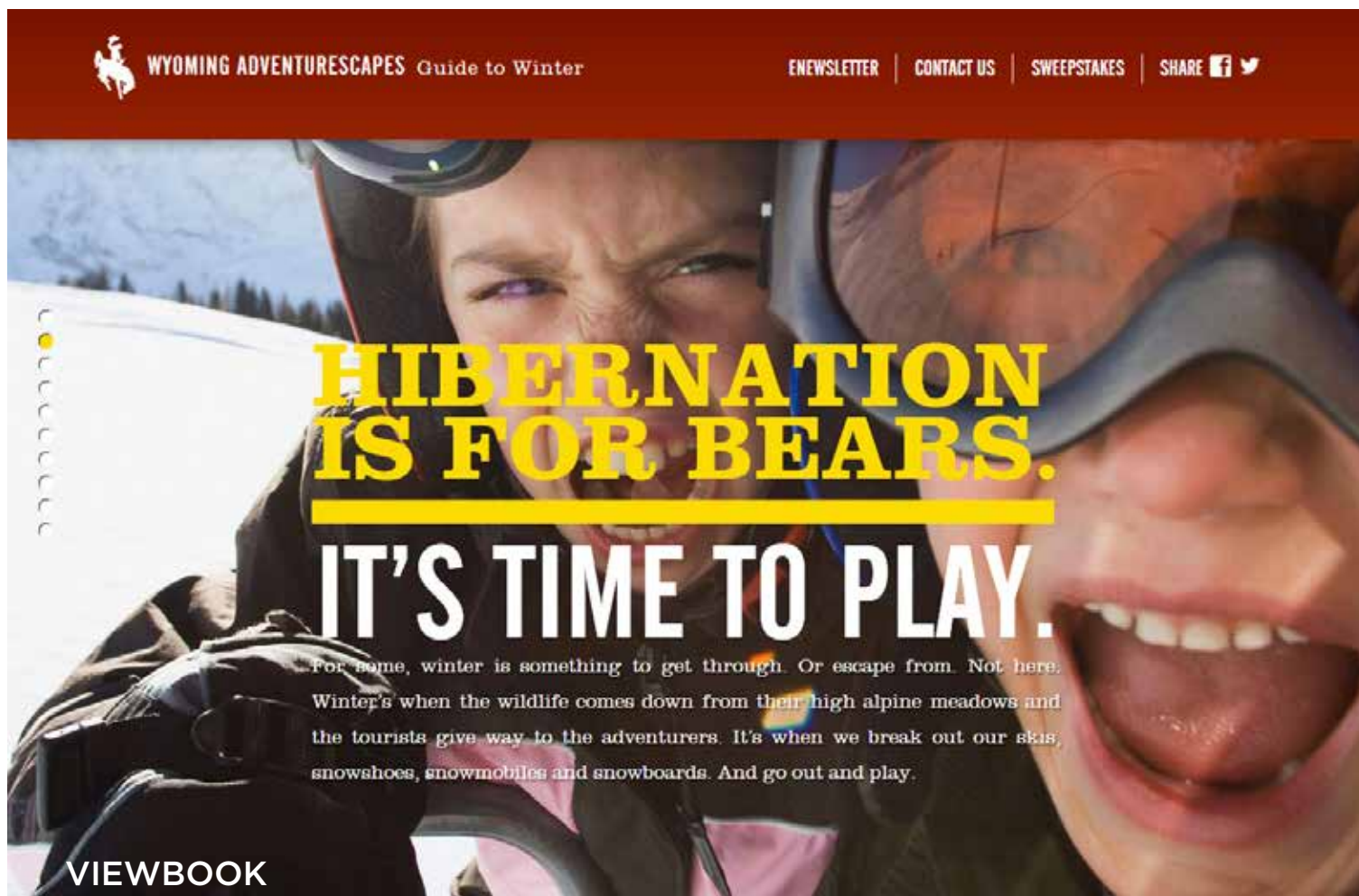
## MOBILE VERSION



## TABLET VERSION

# WINTERCAMPAIGN

**Click through rate** for online ads of .527%.  
An **increase of 219%** over last year.



Winter 2012-13 featured an extensive online campaign once again. The focus was to drive business via Wyoming's winter activities including skiing and snowmobiling. A new winter Viewbook implementation offered winter travel planners a comprehensive online tool for accessing all the information needed to plan a Wyoming winter vacation.

Initial campaign results show increases over the 2011 winter campaign.

- A 27% increase in web traffic over 2011.
- More than 108,300 Viewbook views. A total of 57% over established goals.
- More than 3,300 sweepstake entries.



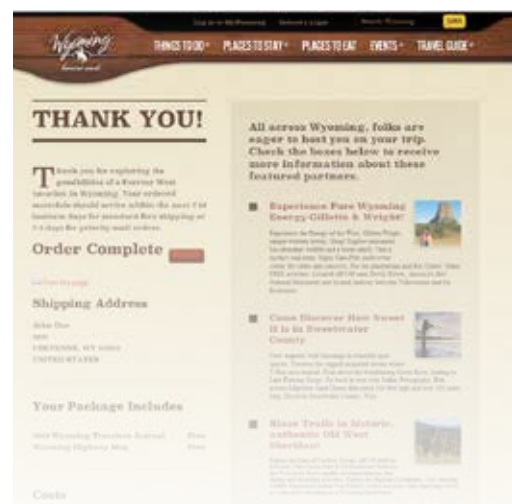
# ROUNDUP NEWSLETTER

The RoundUp e-newsletter is a monthly communication tool to reach consumers interested in learning more about the great variety of experiences in Wyoming. Industry members are also provided the opportunity to advertise their business or destination via the newsletter.

- List size grew by 4% over 2011
- Average open rate: 16% down 1% from 2011
- Average click through rate: 18% down 3% from 2011
- 16 industry partners advertised in the newsletter in 2012 compared to eight in 2011. (100% increase)
- Partners invested more than \$15,900 in 2012. A 159% increase.



# FULLFILLMENTLEADS



A new co-op established in 2012 provides industry partner access to leads WOT generates throughout the year.

- 11 industry partners
- More than \$48,000 invested by partners

# SOCIAL MEDIA

Social media continues to be a growing avenue to help push consumer marketing as a lure piece for potential Wyoming visitors. By using Facebook, Twitter, Pinterest and the Wyoming RoundUp blog, WOT is able to show fans and followers snippets of Wyoming attractions, events and the authentic Western Adventure.

A new blogger program is also bringing in qualified bloggers to share their experiences with their online following to build up site traffic to the blog.

- New visits to website from social media: 16,726
- Facebook was the 3rd leading site referral to the website
- Average Monthly Engaged Users: 15,083 (Number of unique users who engaged with WOT Facebook Page)
- Total Social Connections grew 104% (includes Facebook likes, Twitter followers, Youtube subscriptions & Pinterest followers)



# MEDIA, PUBLIC RELATIONS

The Media and Public Relations department works with reporters, travel writers and the industry to promote unique stories about Wyoming. This effort includes planning press trips for journalists, providing news packages for regional television, and maintaining an image and video library of both current events and the state's iconic sites.



## WYOMINGINMEDIA

- Urban Times (March) Heart Mountain Relocation Center in Cody
- Authur Frommers Budget Travel (April) Yellowstone National Park
- AAA Encompass (March/April) Devils Tower
- Canada Free Press (July) Fort Laramie National Historic Site
- Chicago Tribune (October) Jackson Hole
- Ski Solutions/UK (November) Backcountry skiing in Grand Teton National Park
- Hotel, Restaurant & Reiseliv Norwegian Magazine (December) Nagle Warren B&B in Cheyenne
- Lebanon Enterprise in Kentucky (December) Wyoming Whiskey

## COWBOYMARKETING

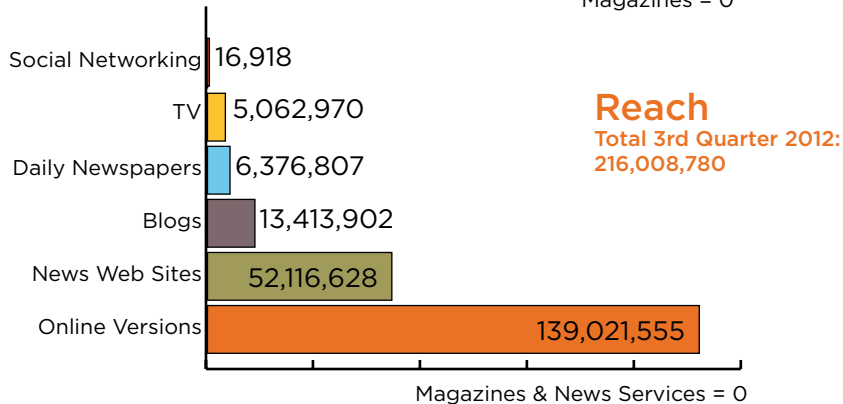
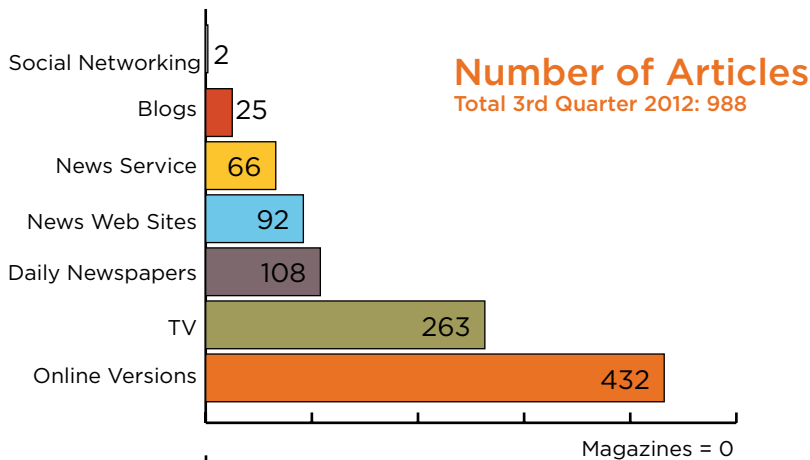
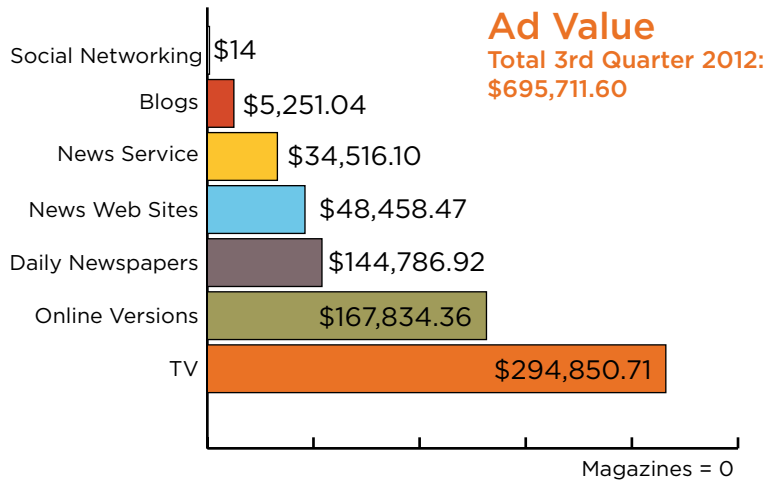
### **Bullfighter of the Year: Dusty Tuckness**

A total of six cowboys qualified for the Wrangler Nationals Finals Rodeo in 2012. They included the 2012 Bullfighter of the year, Dusty Tuckness, bull riders Kanin Asay, Seth Glause and Clayton Savage as well as bareback rider JR Vezain and steer wrestler Les Shepperson. Shepperson won the average during the 10-day event and finished the year with nearly \$144,000 in winnings and third place in the world stand-ings.

# PRESSTRIPS

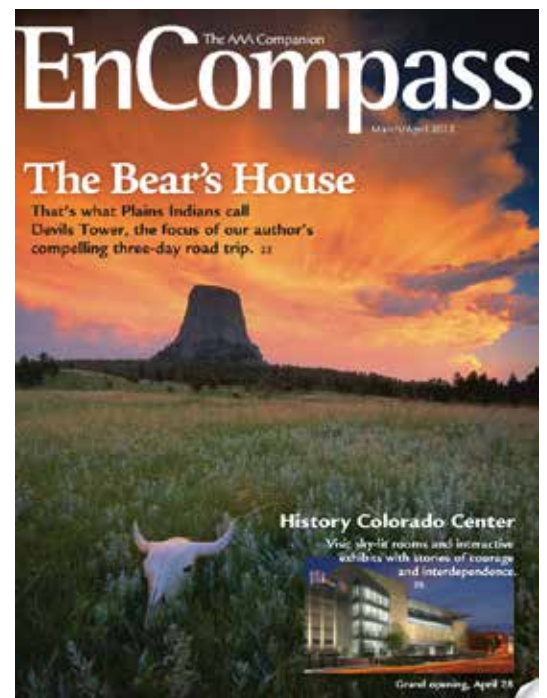
With support from Wyoming's tourism industry with lodging and activities, WOT was able to assist 92 journalists from a variety of media outlets to produce or write stories about Wyoming. In total, 23 different Wyoming destinations were

visited, and Public Relations received more than \$45,000 for in-kind services from destinations. WOT hosted a total of 14 domestic press trips consisting of 32 journalists and 23 international press trips consisting of 60 journalists.



## MEDIAIMPACT

In 2012, the department changed its online PR management vendor from Vocus to Cision, resulting in a change of tracking methods and keywords. The charts below represent October-December of 2012 and analyze the media impact by each type of media. This new analysis allows the opportunity to look at trends in the ever changing media marketplace.



EnCompass, March/April 2012, Devils Tower National Monument



# TRAVEL TRADE MARKETING

Travel Trade Marketing works directly with travel industry professionals outside Wyoming to bring visitors to our state. This marketing effort targets domestic bus tours; travel agents; international tour operators; wholesalers; and U.S.-based companies, who sell to the international travel trade, not to the general public.



*Familiarization (FAM) tours are a big part of Travel Trade Marketing. Nineteen tour operator Fams were hosted in 2012 totaling 55 different participants.*

## DOMESTIC TRAVEL TRADE INDUSTRY

Motorcoach and group business continued to be one of the steadiest sources of revenue.

- American Bus Association Marketplace showed an increase in interest. Wyoming was represented by six suppliers at the show, which resulted in 29 leads.
- 114 AAA travel professionals and 24 Canadian Automobile Association Professionals were educated on the Wyoming products available to their clients.
- Placed advertising in more than five of the top domestic travel publications.
- Continued the recruitment plan for attracting RV and Motorcycle Rallies from representation at events in Arizona, Nevada, New York, Kentucky, New Mexico, Florida and Indiana
- Attended one meetings industry show, Americas Incentive Business & Travel Exhibition (AIBTM), which produced 43 strong leads.
- Attended Travel Alliance Partners (TAP), in Shreveport, La. Produced 24 leads.



*This year the Rocky Mountain International (RMI) Roundup was held in Buffalo, Wyoming. The 2012 Roundup was the largest attended to date.*

## INTERNATIONAL TRAVEL TRADE INDUSTRY

**B**envenuto (welcome) to international travel trade. Travel trade continues to play a crucial role in Wyoming's tourism industry.

Having established and maintained representation in five European markets, Wyoming is well-known to Europeans as a premier destination in the American West.

With seven contracted representatives in 10 markets (UK, Italy, France, Germany, Luxembourg, Belgium, Netherlands, Australia, Scandinavia, Canada) encompassing 15 countries around the world, Wyoming's international marketing strategies proved effective, even in challenging times.

In 2012, domestically and internationally, Travel Trade Marketing:

- Generated 502 leads for industry partners
- Hosted 55 travel trade Fam participants on 19 trade Fams
- Hosted 53 international media representatives on 19 media Fams
- Coordinated marketing efforts with 74 in-state partners at trade events
- Participated in a French sales mission and staff trainings in France and the UK, working with 128 travel professionals and travel media.
- Sponsored regional booths and/or presentations at 15 trade and consumer shows in Europe
- Met B2B with 294 buyers at eight international trade shows in the US and overseas.
- Presented to more than 1,600 travel agents in Australia and New Zealand.
- Reached over 500 travel trade professionals in Norway, Sweden and Denmark



# VISITOR SERVICES

Visitor Services efforts facilitate a positive impression for those traveling in Wyoming and encourages incremental length of stay. The department's efforts ensure staff are trained in customer service and knowledgeable about Wyoming topics statewide. Additionally, it includes staffing and supplying products for state-operated welcome centers, the Destination Marketing Specialists (DMS) and other programs.



With the grand opening of the Southeast Wyoming Welcome Center and the recertification of the Destination Marketing Program, 2012 was a big year for Visitor Services.

National Travel and Tourism Week:

- Rally Day at the Capitol with Governor Matt Mead.
- Events statewide: Niobrara County, Campbell County, Carbon County, Jackson Hole and Evanston.

The DMS program was re-certified in April by the U.S. Travel Association. Progressive testing to develop front line staff. Online testing is now available!

The REACH (Rare and Exceptional Achievements in Customer Services and Hospitality) Awards were held in Evanston.

- Customer Service Employee of the Year: Katherine Staunduhar - Gillette
- Customer Service Organization of the Year: Hampton Inn - Buffalo
- Industry partner of the Year: Interactive Training Simulations - Jackson
- Destination/Attraction of the Year: Rockpile Museum - Gillette

Staff Familiarization tour: Five-day, jam-packed agenda through west-central Wyoming.



# SOUTHEAST WYOMING WELCOME CENTER



*Governor Matt Mead cuts the ribbon during the grand opening of the Southeast Wyoming Welcome Center in October 2012. Former Governor Dave Freudenthal, board members for the Wyoming Office of Tourism and other key tourism partners took part in the festivities.*

- The Southeast Wyoming Welcome Center opened October 12, 2012.
- More than 800 attended grand opening
- Over 4,000 sq. feet of exhibit space
- 75% increase in visitation October-December 2012




*Exhibits line the walls of the new welcome center to give visitors a better idea of the adventures that await them in Wyoming.*

"This is the best, most informative welcome center we have ever seen and we have been in most states of the U.S."  
~Visitor from North Carolina

"I've traveled all around the country and this is quite a welcome center. It is by far the best I have seen."  
~Visitor from Florida

"Absolutely smashing! Wonderful exhibits and displays, plus lots of useful information is available."  
~Visitor from Perth, Australia



**\$213,979** awarded toward **signage projects** along Wyoming Highways  
**Rawlins** awarded first **Aspiring Tourism Community**  
**Expansion of Business Ready Community Grant**

## INDUSTRY SERVICES

The Industry Services program works directly with tourism industry partners across the state to provide technical assistance for tourism related development. The program serves as a liaison between WOT and all state, federal and tribal agencies that are working on tourism focused initiatives.

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More than \$200,000 awarded in sign grant funds, as well as Rawlins being named the first “Aspiring Tourism Community” as part of the Wyoming Office of Tourism Certified Tourism Community program were two of Industry Services’ big projects for 2012.

### **Year Highlights**

Completed Tourism Community Assessments for

- Lusk
- Wheatland
- Rawlins

Worked with the Business Council to administer and review the first round of Business Ready Community Tourism Planning Grants, as initiated by Senate File 15. Senate File 15 passed the 2012 Legislative Session to allow for the expansion of the BRC Grant.

Worked extensively with State Historic Preservation Office and United States Forest Service Center for Design and Interpretation to start developing an Interpretive plan for the Wind River Reservation.



# FILM OFFICE



*The Film Office 2012 Fam Tour takes a lunch break at Turtle Ranch near Dubois. Producers and location scouts like cowboy cooking as much as the next guy.*

The Wyoming Film Office markets locations as settings for film/television projects to the production industry and supports in-state production infrastructure development. This effort includes maintaining a database of film locations, traveling to industry trade events, hosting familiarization tours, sponsoring the Wyoming Short Film contest and working as a liaison between in-state land managers and out-of-state film companies.

## FILMINDUSTRYFINANCIALINCENTIVE

**T**he Film Industry Financial Incentive (FIFI) program continues to generate interest from both in-state production companies and out-of-state projects. Since the inception of the program, **14 FIFI projects** have been approved with Wyoming **expenditures totaling just over \$6 million** including **\$2.2 million spent on salaries for Wyoming workers**.

# FILMOFFICESUPPORT

Wyoming has a network of in-state film festivals/programs that the Film Office also supports.

- Hosted a familiarization (FAM) tour starting in Sheridan and ending in Jackson for six film professionals.
- Hosted an additional southeast Wyoming FAM tour in conjunction with the Cheyenne International Film Festival which included independent filmmakers and documentarians.
- Sponsored and attended the Jackson Hole Wildlife Film Festival, the Cheyenne 24 Shoot-Out and the Cheyenne International Film Festival. Participated at the 14th annual Wyoming High School Short Film Festival in Casper and toured the Central Wyoming College Film Program in Riverton on our FAM tour.

## DJANGO UNCHAINED

Quentin Tarantino's latest movie, *Django Unchained*, filmed on location in Jackson Hole, Wyoming. With the help of his mentor, a slave-turned-bounty hunter (Jamie Foxx) sets out to rescue his wife from a brutal Mississippi plantation owner (Leonardo DiCaprio).

The winter snow scenes in the film were shot on a private ranch location in Jackson along with additional scenes in Grand Teton National Park and on the National Elk Refuge.



*Jamie Foxx stars in Django Unchained. The film, which came out Christmas Day 2012, was shot on location in Jackson Hole, Wyoming.*

## WYOMING SHORT FILM CONTEST



*Winner of the 2012 Wyoming Short Film Contest, Preston Randolph.*

The 5th Annual Wyoming Short Film contest attracted 42 independent filmmakers to submit their Wyoming storyline projects.

The winning filmmaker was Preston Randolph with "The Summer of '81," a documentary that tells the story of Wyoming man Bob Taylor and the spirit and struggles of his life's journey. The Film Office has utilized many of the nearly 200 entries to date on the Tourism and Film Office websites along with Film Office social media video channels.





Office of Tourism

## WYOMING OFFICE OF TOURISM STAFF



Pictured from top left: Kathy White, Carol Stearns, Kendra Meidinger, Vicki Morris, Rita Greene-Bellardo, Darin Lundberg, Sarah Weber, Colin Stricklin, Mike Pearson, Mike McCrimmon, Chuck Coon, James Scoon, Angelina Cisneros, Steve Kelso, Shannon Stanfill, Kim Koester, Lesley Rowbal, Kristin Phipps, Alan Dubberley, Diane Shober, Lori Hogan, Anita Benton, Michell Howard and Peggy Lucero. Not pictured: Lee Anne Ackerman.



## **Wyoming Office of Tourism**

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